



Phoenix Kiosk Inc. Enables Sequoia Equities Inc. to Help Renters Find and Lease Apartments via Computer Kiosks

New Mac-based kiosks display floor plans and collect leasing applications using custom hardware

Tempe, AZ, February 01, 2008 --(PR.com)-- The days of filling out paper rental applications and visiting countless apartments to find an acceptable floor plan are nearing an end. Sequoia Equities Inc. (www.experiencesequoia.com), using hardware designed and provided by Tempe, Arizona based Phoenix Kiosk Inc. (www.phoenixkiosk.com) has completed a statewide deployment of self-service kiosks to its various communities throughout California. The kiosk units enable apartment hunters to view area information (including school ratings), utilize interactive floorplans and a 3-D community map, and electronically reserve an apartment home while in the leasing center. Current residents can fill out a service request, provide online feedback and pay rent online using the new kiosks as well.

“We were delighted to have the opportunity to work with Sequoia to develop a hardware solution unique to their needs,” said L. Alan Work, CEO of Phoenix Kiosk Inc. “Combining the ability to fill out a leasing application and review the floor plans of units available in a rental property save both the renter and the Sequoia staff member valuable time. The units also hold printed marketing materials and business cards, making them both a powerful interactive marketing tool and a great time-saver.”

“Before contracting with Phoenix Kiosk for this project, we reviewed proposals from a number of suppliers. We selected Phoenix because it was important to find a vendor who was able to provide us with not only a high-caliber custom product, but also outstanding customer service throughout the scope of the entire project. We selected Phoenix Kiosk's Viion platform, for the reasons above and were impressed with the competitive price,” said Deb Bronson-McGrath, Vice-President of Marketing, Training & Organizational Development of Sequoia Equities, Inc. “The kiosks and the service-rich options are an excellent “next step” in our rebranding efforts. We are very pleased with both the quality and functionality of our kiosks. Finding hardware to operate our custom-designed Mac-based software applications (designed by www.Giographix.com) made the entire project both quick and headache-free.”

About Phoenix Kiosk Inc.

Phoenix Kiosk Inc. designs, manufactures and distributes enduring, approachable self-service kiosk hardware and software technologies for use in a wide variety of applications including vended Internet access, order entry, human resources, ticketing, bill payment, digital content download, digital signage, way-finding, in-store cataloguing and many others. Through their online store, www.kioskstuff.com, Phoenix Kiosk also offers cleaning and consumable supplies like paper and ticket stock. For more information, visit www.phoenixkiosk.com.

About Sequoia Properties Inc.

Established in 1973, Sequoia Equities has remained committed to its mission of creating quality living experiences that positively affect our residents, team members and investors.

With a portfolio of more than 8,000 apartment homes and assets valued at over \$1.6 billion, Sequoia is



one of the largest privately held real estate investment firms in California. The company's substantial success is a direct result of employing sound business practices and maintaining its outstanding reputation for delivering results with integrity.

Over 20,000 residents come home to a Sequoia community at the end of the day. Offering more than just great locations and comfortable residences, each community is managed by a team of professionals dedicated to creating customer experiences that are consistently memorable and truly referral-worthy. For more information, visit www.experiencesequoia.com.

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